TARGETING CUSTOMERS ACROSS MULTIPLE CHANNELS
ABSTRACT

A customer request is received, and the channel type upon which it was made is
5   identified. The customer making the request is also identified. A record of customer
activity is available, and from this, a set of beliefs for the customer for the current channel
is formed. The beliefs map to profile attributes. The beliefs are merged to form an
integrated profile (i.e. for the same customer across all channels), and on this basis a
customer targeting promotion is generated. The promotion is added to the response to the
10   specific customer request and together these are sent to the customer.